

**Office of Thrift Supervision**

Department of the Treasury

1700 G Street, N.W., Washington, DC 20552 • (202) 906-6853

*Richard M. Riccobono**Deputy Director*

June 14, 1999

MEMORANDUM FOR: Chief Executive Officers**FROM:**

Richard Riccobono

SUBJECT:Interagency Research Conducted by the Gallup Organization on
Y2K Customer Communications

In the past year, OTS and other FFIEC agencies have provided guidance concerning the importance of consistent customer communication about preparations being undertaken by institutions to ensure a smooth transition into the Year 2000. In addition to the information already provided, we recently contracted with the Gallup Organization to survey the American public during the first quarter of 1999 about their views on Y2K relative to their financial institutions. Gallup queried 2,700 individuals about their awareness of the Y2K computer problem, their level of confidence in banks and thrifts and actions they might take in anticipation of any date-change glitches.

We hope the survey will provide you with additional guidance on how to craft your communications efforts in the coming months as well as evaluate the effectiveness of your customer awareness program to date.

Attached for your information is a letter and a report summarizing the findings of the survey. Copies of these documents also are available on our web site (www.ots.treas.gov). You may obtain a complete survey by calling External Affairs at (202) 906-6677. We are interested in your questions and comments. You may contact Patricia Cinelli at (202) 906-6688 in External Affairs.